

Contract # 48127

Schedule Dates 09/18/12-09/23/12

Advertiser

WARREN FOR SENATE 2012 (3373)

Agency

Media Strategies & Research (1800)

Product

POLITICAL CANDIDATE (1051)

Brand

Est 12054 9.18 - 9.23 2012 (27749)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

12054

CPE

Local/Political Candidate Agency

Account Types

Standard

Billing Type

Standard

Comments

WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977



Media Strategies & Research
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Date Entered 09/17/12
Last Modified 09/17/12
Entered By Krista Gordon
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,085.00
Net Total \$45,815.00
Sales Tax

WHDH Boston (WHDH)
By Broadcast Month Spots Rate
Sep. 2012 21 \$53,900.00
Grand Total: (21) \$53,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/19/12-09/21/12	3	1:00	7A- Today Show	1		1	1	1				3	\$3,600.00	\$7,200.00	WHDH Boston (WHDH)		9/17/12
2.0	Normal Line / SPOT	09/20/12-09/20/12	3	1:00	8A- Today Show	1	1			X				1	\$3,600.00	\$3,600.00	WHDH Boston (WHDH)		9/17/12
3.0	Normal Line / SPOT	09/22/12-09/22/12	3	1:00	9A- 7 News Today in New England-Sat	1	1					X		1	\$600.00	\$600.00	WHDH Boston (WHDH)		9/17/12
4.0	Normal Line / SPOT	09/23/12-09/23/12	3	1:00	9A- 7 News Today in New England-Sun	1	1						X	1	\$500.00	\$500.00	WHDH Boston (WHDH)		9/17/12
5.0	Normal Line / SPOT	09/19/12-09/21/12	3	1:00	3P- 3:56P (ET)	1		1	1	1				3	\$300.00	\$900.00	WHDH Boston (WHDH)		9/17/12
6.0	Normal Line / SPOT	09/18/12-09/20/12	3	1:00	4P- 7 News at 4	1	1	1	1	1				3	\$1,800.00	\$5,400.00	WHDH Boston (WHDH)		9/17/12
7.0	Normal Line / SPOT	09/19/12-09/21/12	3	1:00	4:30P- 7 News at 4	1		1	1	1				3	\$2,000.00	\$6,000.00	WHDH Boston (WHDH)		9/17/12
8.0	Normal Line / SPOT	09/18/12-09/20/12	3	1:00	4:59P- 7 News at 5	1	1	1	1	1				3	\$2,400.00	\$7,200.00	WHDH Boston (WHDH)		9/17/12
9.0	Normal Line / SPOT	09/19/12-09/21/12	3	1:00	5:29P- 7 News at 5	1		1	1	1				3	\$2,800.00	\$8,400.00	WHDH Boston (WHDH)		9/17/12
10.0	Normal Line / SPOT	09/18/12-09/20/12	3	1:00	5:58P- 7 News at 6	1	1	1	1	1				3	\$3,400.00	\$10,200.00	WHDH Boston (WHDH)		9/17/12
11.0	Normal Line / SPOT	09/23/12-09/23/12	3	1:00	6P- 7 News at 6	1	1						X	1	\$3,400.00	\$3,400.00	WHDH Boston (WHDH)		9/17/12
12.0	Normal Line / SPOT	09/18/12-09/20/12	3	1:00	10:59P- 7 News at 11 PM	1	1	1	1	1				3	\$4,400.00	\$13,200.00	WHDH Boston (WHDH)		9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Sunbeam Television Corporation, WHDH-TV, WLVI-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.



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13.0	Normal Line / SPOT	09/22/12-09/22/12	3	1:00	10:59p- 7 News at 11 PM	1						X		1	\$4,400.00	\$4,400.00	WHDH Boston (WHDH)		9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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